



Desert Sierra Health Network Meeting Minutes

August 21, 2007, 11:30 a.m. - 1:30 p.m.

Sherman Building

3900 Sherman Way, Riverside, CA 92503

Packet Handouts:

- August 21, 2007 Meeting Agenda
- May 15, 2007 Meeting Minutes
- California's Transition PPT Handout
- DSHN Operating Procedures
- DSHN Networking Activity
- DSHN Survey Results - September 2006
- DSHN Message Points – E.S.P.
- Elevator Talk– E.S.P.
- DSHN - DSH Network News
- Save the Date– Upcoming Meeting Announcement for November 13, 2007
- *Around the Table*, Center for Civic Partnerships
- Vanilla Berry-Licious Dip Recipe
- Meeting & Taste Testing Evaluation Forms

Sign-Up Opportunities:

- DSHN & Committees

Agenda Items	Discussion	Action
Welcome, Introductions	DSHN Chair, Eddie Martinez, and DSHN Vice Chair Sharon Nelson opened the meeting. Attendees and conference call attendees were welcomed and introductions were made.	❖ See last page for list of 52 attendees including one conference call attendee from Inyo County
Ground Rules	Ground rules were displayed and reviewed. Ground rules include: timeliness; take responsibility for your own participation and understanding; listen to others; mute cell phones; no side bars and place name cards on end to be acknowledged to speak.	❖ Ground rules will be posted during each DSHN meeting
Review May 15, 2007 Meeting Minutes	Minutes reviewed by members. Josette Quinn made motion to approve without changes. Brenda Parker seconded the motion. All were in favor.	❖ Pam S. will send approved May minutes to entire DSHN membership

<p>PowerPoint Presentation: California's Transition</p>	<p>Melodee Lopez showed a PowerPoint presentation to members regarding the new brand identity, <i>Champions for Change, Network for a Healthy California</i>. Members were informed to look for the <i>Champion for Change</i> commercials and the billboards posted in the community.</p> <p>Evolution of 5-A-Day campaign was explained and implementation of the new verbiage and logos for campaigns, programs and regional collaboratives were highlighted. Ruling is still pending on the logo for the Children's Power Play! Campaign.</p> <p>Also mentioned was the reorganization of the state department, which is now divided into two departments, the California Department of Public Health (Director-Dr. Mark Horton) and the Department of Health Care Services (Director-Sandra Shrewry.)</p> <p>Melodee acknowledged and introduced Brenda Parker, the Network for a Healthy California Desert Sierra Region's <i>Champion for Change</i> mom. Brenda Parker informed members of her background, why and how she was chosen, and the accomplishments she has achieved by promoting the <i>More Matters</i> message, not only to the community, but also the state.</p>	<p>❖ For information on new brand identity and logos, see handout or visit the website at www.networkforahealthycalifornia.net</p> <p>❖ Brenda and her family are featured on the <i>Champions for Change</i> website at www.cachampionsforchange.net</p>
<p>Active vs. Passive Membership, Active Member Acknowledgments & Sharing</p>	<p>Eddie presented for Julie and explained the meaning of the DSHN membership categories: <i>active</i> and <i>passive</i>. Currently recognized as <i>active</i> members, <i>Malka Sierra</i>, Latino Cultural Health Initiatives Director from the American Heart Association and <i>Leticia Gavilanes</i>, Health Education Specialist from the City of Montclair were acknowledged and asked to share what it means to them and/or their organization to be an active member. Debbie Martinez spoke for Leticia who was unable to attend. In addition, the following members were also recognized as <i>active</i> members and announced to the group... Dori Coetzee, Angela Jones, Judy Cohen, Heba Peters, Dr. Sue Gangler, Sharon Nelson, Gary Madden, Bill Prouty, Rodney Taylor, and Eddie Martinez.</p> <p>Eddie encouraged and thanked all members and their organizations for their past and continued support.</p>	<p>❖ Members to review page three of the <i>DSHN Operating Procedures</i> (Membership Categories) for details</p>

Networking Activity	<p>DSHN members were divided into six groups and asked to gather their business cards as well as the DSHN 2006 survey results and networking activity sheet from packet. Groups were given 15 minutes to meet, and be ready to provide feedback on the survey results and offer ideas for the 2007 DSHN survey. Each group had five minutes to report to the larger group.</p> <p><i>#1 - Eddie Martinez reported.</i> Too much turnover. Transfer of information to new members was hard to relate to. New members are not as knowledgeable of information already in place. The survey was a source of transferring knowledge to new members. More training on nutrition was needed. Calendar of events and other activities also need to be available to new members.</p> <p><i>#2 - Leticia Salazar reported.</i> Group reviewed questions but not comments. She commented that six years of membership is good. Find new ways to make a difference. Time period is a question of concern, as well as, not getting enough surveys turned in. The directions of what the survey revealed are not clear. Group felt like there was a lack of policy initiation. Groups may need to form other groups to help move committee towards results. A comment section will help to encourage more information and feedback.</p> <p><i>#3 - Ernie Medina reported.</i> He stated that more clarification could be made on question #1 regarding what did and didn't work. Analysis was too skewed to the right. Groups need to focus more on listening to honest feedback. Increase access to resources. Induce more comments.</p> <p><i>#4 - Monica Haag reported.</i> Group felt the same as group #3. More specifics and honest opinions. Verbiage is too complex. Wording should be easier for new comers. More survey feedback is needed. Find other ways to connect with members.</p> <p><i>#5 - Melodee Lopez reported.</i> More direction is needed, as well as, visibility as an entity. Goals of the group need clarification. Websites need to be promoted to supply more information. Survey results - Survey Monkey. Shorter surveys, shorter thoughts, and quantitative responses.</p> <p><i>#6 - Melani Dhason reported.</i> Group noticed a high</p>	<ul style="list-style-type: none"> ❖ A copy of the Networking Activity is available in the packet for members to utilize ❖ Research committee to gather input from membership to revitalize 2006 survey and construct 2007 survey
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Networking Activity	agree and disagree response in policies/laws/regulations. Group suggested inviting community members to meetings to help guide and carry out work ideas. Change mission statement. Invite community leaders to meetings with pertinent agendas for the work they perform. Group also suggested having requirements for active participation. Eddie thanked members for their participation.	
Physical Activity	Amy Kinick, Recreation Coordinator for the City of Colton, filled in for Deb Farrar (originally scheduled). Amy explained her duties as recreation coordinator and led the group in a stretching activity and a balloon activity.	❖ Members thanked and applauded Amy
DSHN ESP Message Points Skit	Eddie introduced Communications Committee performers... Rodney Taylor representing the public, Pamela Wu (Carrot), Evelyn Trevino (Strawberry), Teslyn Henry, representing physical activity, and Monica Haag representing business person. Group performed a 15 minute elevator skit highlighting the DSHN <i>ESP Message Points</i> ... Easier access to fruits & veggies, Synergy among diverse organizations, and Priority in Desert Sierra Region to improve health environments.	❖ Members to review ESP handout for details ❖ Membership to take ESP lessons learned and apply out in the community
Member & Guest Announcement for Future Events	Since the minutes are approved during the following DSHN meeting and emailed there after, the group discussed sending details of their announcements to Pam for immediate membership sharing.	❖ Members making announcements will email the announcement/event details to Pam S. who will compile and send to membership at large ❖ See DSHN members & guests meeting announcements for August
Next Meeting Date, Evaluations & Thank You	Attendees were asked to complete the meeting and taste testing evaluations. All were thanked and meeting was adjourned.	❖ Next meeting date is scheduled for November 13, 2007 in San Bernardino

Fifty-Two in attendance including
****One*** in attendance from Inyo County via conference line

Akers, Elaine.....*San Bernardino Valley College*
Allen, Leticia Salazar.....*San Bernardino Co. DPH/Latino Campaign*
Briggs, Jennifer.....*American Cancer Society*
Burnett, Traci.....*City of San Bernardino/Parks & Recreation*
Collins, Nicole.....*City of Fontana/Healthy Fontana*
Delgado, Ninfa.....*Riverside Community Health Foundation*
de Silva, Paula.....*San Bernardino Co. DPH/Found Security Program*
Dhason, Melani.....*San Bernardino Co. DPH/Children's Power Play! Campaign*

Donald, Andrea.....*Riverside Co. DPH/Children's Power Play! Campaign*
 Goodwin, Sue*City of Ontario/Recreations/Community Services*
 Guichard, Elisa*San Bernardino Co. DPH/Project LEAN*
 Haag, Monica.....*San Bernardino Co. DPH/CHDP/CLPPP*
 *Hecht, Nel*Inyo Co. Health Dept/California Children's Services*
 Henry, Teslyn*San Bernardino Co. DPH/FAME Program*
 Herndon, Loistine*Temple Community Outreach Center/AA Campaign*
 Holt, Billie*Temple Community Outreach Center/AA Campaign*
 Hoxter, Gayle.....*Riverside Co. DPH/Nutrition Services*
 Limon, Claudia*Riverside Co. DPH/Latino Campaign*
 Lopez, Melodee*San Bernardino Co. DPH/Network*
 Martindale, Rev. Bronica *San Bernardino Co. DPH/FAME Program & CA Gardens*
 Neighborhood Cluster Association (NCA)
 Martinez, Debbie*City of Montclair*
 Martinez, Eddie.....*DSHN Chair*
 Martin-Robinson, Glenda*City of San Bernardino Park & Recreation Community*
 Medina, Ernie*Beaver Medical Group/Health Education*
 Medina, Maureen.....*San Bernardino Co. DPH/Latino Campaign*
 Mickens, Astrid.....*San Bernardino Co. DPH/African American Campaign*
 Morgan, Doree*Kaiser Permanente/Dept. Preventative Medicine & Health Education*
 Morris, Cinthia.....*Riverside Co. DPH/Be Active Program*
 Mortimore, Julie*San Bernardino Co. DPH/Network Media Advocacy*
 Nelson, Sharon.....*American Cancer Society*
 Pulliam, Lenora.....*Temple Missionary Baptist Church*
 Quinn, Josette*Riverside Co. DPH/Network/DSHN*
 Qureshi, Durreen.....*Riverside Co. DPH/Network*
 Sampson, Pamela.....*San Bernardino Co. DPH/Network/DSHN*
 Sierra, Malka.....*American Heart Association*
 Silberstein, Jeanne*San Bernardino Co. DPH/Nutrition Services*
 Soeter, Grace.....*Healthy Families International*
 Taylor, Rodney*Riverside Unified School District*
 Trevino, Evelyn*San Bernardino Co. DPH*
 Wayne, Diane*Riverside Co. DPH/Network*
 Wu, Pamela.....*Riverside Co. DPH/Network*
 Wynn, Vicki.....*Riverside Co. DPH/Network*

Guests in Attendance:

de Luna, Maria.....*Riverside Co. DPH/Latino Campaign*
 Kinnick, Amy*City of Colton*
 Learned, Gayle.....*San Bernardino Co. Farm Bureau*
 Luster, Lois*Temple Outreach*
 Mazhar, Sana*San Bernardino Public Health/Nutrition Services*
 Mosher, Valerie*Intern, USU*
 Parker, Brenda*Campaign Mom/DSHN Region*
 Rivera, Maribet.....*Kaiser Permanente*
 Schroeder, Tracy.....*City of Montclair*
 Tedjasukmana, Christine*Riverside Community Health Foundation*